



Spring/Summer 2015
Marketing
Communications Plan:
A Rose in New York

Eilidh Grant, Marketing Director

Contents

- ❖ **Executive Summary**
- ❖ **Introduction**
 - Summarise report
 - Overview of key sections
- ❖ **Background and Rationals**
 - About Temperley and brand position
 - Recent market performance
 - Research findings
 - Consumer profile
- ❖ **Aim and Objectives**
 - Aim of campaign
 - Objective of campaign
- ❖ **Strategic Approach**
 - Outline overall campaign
 - How Temperley London will achieve the aim
 - Campaign message
 - Timings of each initiative in campaign
 - AIDA model
- ❖ **Marketing Tactics and PR Support**
 - Celebrity endorsement / advertising
 - Retail setting
 - Event sponsorship
 - Phone app
- ❖ **Assessments and Conclusions**
 - How will Temperley London measure success?
 - Why the campaign as a whole will fulfil the aim and objectives?
 - Summary
- ❖ **Appendix**
 - Creative brief
 - Research notes
 - Mood board
 - Press releases 1-5
- ❖ **Reference List**

Executive Summary

This report outlines the means of communication for Temperley London's Spring/Summer 2015 campaign called "A Rose in New York" with the aim of increasing brand awareness in the USA, online status and recognition as a lifestyle brand. The campaign will be from February - July 2015 and is based around a day in the life of a traditional British fashion brand and woman moving to the busy New York City.

This busy New York woman will be a reflection of the Temperley's target consumer as she is a fashion conscious woman with a busy social calendar. The themes in this campaign will be spring and summer in the bustle of city surroundings.

The marketing tactics to be employed in this campaign are celebrity endorsement with Temperley London's first ever advertising campaign using video footage exclusive to Temperley website and app, a new store launch, mobile app and event sponsorship. In order to support these tactics, press releases will be released at appropriate timings.

Introduction

This marketing campaign is for Temperley London Spring / Summer 2015 line. Temperley London was created by Alice Temperley and her husband in 2000 and has since evolved from only evening wear to day and bridal wear. In 2015 Temperley London hope to expand the brand even more to become a lifestyle brand, still using the feminine eccentric designs for the classic Temperley woman.

The campaign involves using different marketing tactics in order for Temperley London to increase sales, brand recognition in the USA and digital status.

This report will go into detail on the proposed marketing tactics for Spring/Summer 2015 which include celebrity endorsement, retail setting, event sponsorship and digital marketing. There will also be suggested PR tactics included.

The report will also contain background of the Temperley London brand giving some knowledge on what needs to improve within the company. It will go onto the aims and objectives of Temperley during the campaign and what it will achieve from the marketing tactics. There will be an outline of the overall 'big picture' of the campaign and how it will achieve that aim. It will detail the timings of all the marketing initiatives and how it is integrated with the AIDA model with a creative brief included for advertising.

Background & Rationals

Temperley London is entering its 15th year of business in 2015 with Alice Temperley - founder and CEO - still heading the British luxury fashion brand.

There are now 3 separate lines within, Temperley London, ALICE by Temperley and Temperley Bridal. They moved to New York Fashion Week 2005 but moved back in 2011 to London Fashion Week.

Temperley are currently “transforming it from one of Britain’s leading luxury fashion brands to an all-encompassing lifestyle” by creating Temperley scarves, scented candles and more recently, shoes.

The company currently has 5 stores: two in London centre, one in Dubai, Doha Qatar and in the Bicester Village.

2014 seen a 83.26% increase in overall sales with the main line being the most profitable and Bridal decreasing from the previous year. (see figure 1.)

Date Published	Line	Years		2014		
		2013		Increase		
		£ Base Value	No. of Pages		£ Base Value	No. of Pages
Jul	Alice	£163,473	10	-63.09%	£60,342	12
	Mainline	£354,672	70	4.83%	£371,797	34
	Bridal	£49,012	8	335.30%	£213,348	21
Aug	Alice	£40,017	4	234.81%	£133,982	7
	Mainline	£224,993	43	230.48%	£743,564	63
	Bridal	£35,845	5	-61.41%	£13,833	3
Sep	Alice	£21,439	8	-65.02%	£7,500	2
	Mainline	£536,710	97	223.33%	£1,735,358	115
	Bridal	£390,195	31	-87.47%	£48,903	14
Grand Total		£1,816,357	276	83.26%	£3,328,627	271

figure 1.

Research Findings

Current marketing techniques at Temperley London include magazine interviews with Alice Temperley, shopping pages and reviews, event coverage, collaborations e.g. filofax, and probably the most popular VIP dressing.

As Temperley London do not pay for advertising at all they rely on celebrity appearances such as Duchess of Cambridge, Emma Watson or Anna Friel to get coverage and recognition, however they have never had a complete celebrity endorsing their brand, especially in the USA.

Temperley London, being a traditionally British brand, currently does not have much brand recognition in the USA. They currently do not have a flagship store despite there being a massive target marketplace in states like New York and Los Angeles.

Temperley London also does not have an app for mobile which means they are missing out on a massive market of those Temperley women who look for easy buying on the go.

Key points for Temperley London to grow into a well recognised brand across the globe, are to focus on the USA where the brand isn't well known. Temperley could use a US celebrity as the face of the marketing campaign and use advertisements throughout main cities (New York, LA). They could create other ways for quick purchase and also create more of a lifestyle brand face to the consumer.

Consumer Profile

The Temperley London consumer are confident women between the ages of 25-40. They are busy women who may live in the city and have jobs within the creative or business sectors. They have enough disposable income to be able to spend on luxurious items like the Temperley brand. The Temperley woman is very fashion conscious and pays attention to designers and labels that they buy. As well as having time consuming jobs they also have very busy social lives which they are always needing new outfits for. They are constantly on the move so use their mobile for a big part of their life, e.g. organisation, online shopping, reading news. The Temperley London woman also does a lot of traveling to exciting or relaxing places with her family. (see figure 2.)



figure 2.

Aim & Objectives

Aim of campaign

The aim of this marketing campaign is to execute a campaign designed to promote Temperley London brand in the USA during Spring/Summer 2015 with the use of above and below the line marketing techniques.

Currently Temperley London has little recognition in the USA and does not use traditional methods of advertising. They currently don't have a mobile app or sponsor events.

In order to increase brand awareness and sales, this marketing campaign will be set in New York City. This will run alongside the use of a celebrity endorsement. This celebrity will be known to the British and USA public and will be a classic, elegant woman. This will bring an increase in sales performance and customer recruitment.

Despite not using traditional advertising, Temperley London will use the new face of the brand in an advertising campaign and "day in the life" backstage footage available on the new Temperley London mobile app and website.

Temperley London will launch an iOS and Android OS app for mobile phones. This will increase online sales by 20% during SS2015 and will also increase customer awareness and loyalty.

The brand will also sponsor British Polo Day across the globe at events in places such as USA, Dubai, Russia, India etc.

Objectives of campaign

1. To increase Temperley London's brand awareness within the 25-40 year old target market in the United States by monitoring website hits and visits to the new store in New York City.
2. To increase sales across the globe by up to 40% due to the first ever advertising campaign and celebrity endorsement and using the suitable PR tactics for press.
3. To increase online status and sales from the new iOS and Android OS app for mobiles by monitoring app downloads and website visits.
4. To gain recognition as a "lifestyle" brand throughout the world due to sponsoring events such as British Polo Day which takes place in over 14 countries year round.

Strategic Approach

The message of the campaign is to bring a traditional English rose (Lily Collins) to New York City. "A rose in New York." (see figure 3.) The message will have themes of busy city life, freedom, summer and still have the classic Temperley feminine look. Visuals are to be very bright colours with possible black and white images e.g. yellow cabs, Times Square etc featuring the celebrity endorsement (see creative brief and mood board in appendices). As well as using the celebrity endorsement strategy, Temperley will use video advertisements on the website and new Temperley London app for iOS and Android OS. Temperley will then open a new store in New York City, tying in with the advertisements. In order to continue the campaign across other parts of the globe Temperley will sponsor British Polo Day. These will all help achieve the aim of a high status in the USA and increase sales across the globe.

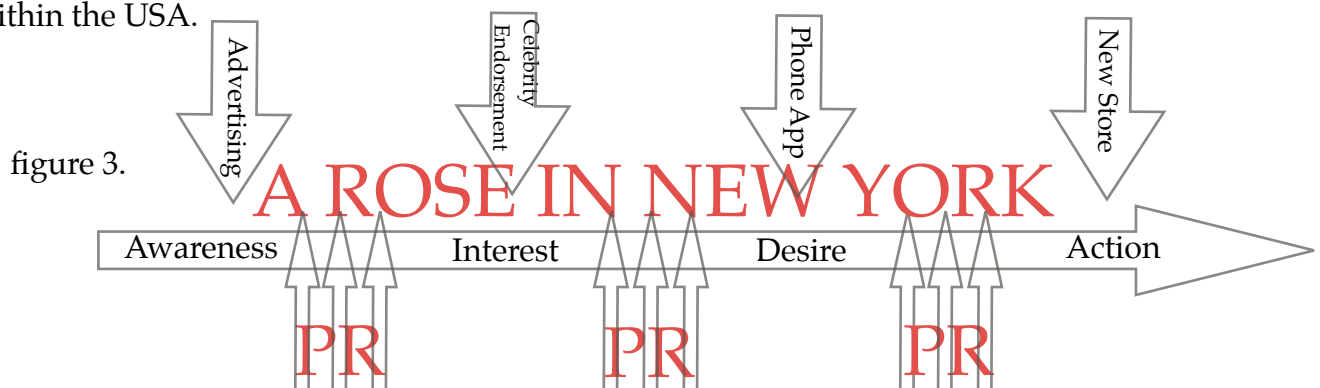
Timeline

February 2015 - Temperley London will appoint Lily Collins as their celebrity endorsement and announce it via press releases in magazines, on social media and on Temperley London website. They will use her face and social life as the classic Temperley woman. "Live the Temperley lifestyle." They will also develop a smart phone app using professional designers.

March 2015 - The free to purchase app will be released to the public in UK, USA and Asia. Alongside the release of the campaign "A Rose in New York." Firstly in the USA, Dubai and UK but to expand. Press releases will be released for the first ever Temperley London's advertisement and phone app.

April 2015 - Temperley will release videos on blog and phone app. Showing Lily using the brand in day to day life, endorsing the new "lifestyle" look and encouraging others to follow. Press releases will be sent to fashion magazines in order to gain coverage.

May 2015 - Previous campaign tactics will ultimately lead to the opening of the new Temperley London store in New York City. Temperley will send out invitations to an exclusive guest list and press releases to appropriate media. Temperley will sponsor British Polo Day in LA as well as other cities and press releases will be sent within the USA.



Marketing Tactics

1. Celebrity Endorsement/ Advertising

Background

During the Spring/Summer 2015 campaign, Temperley London will use Lily Jane Collins (see figure 4.) as a celebrity endorsement. Lily Collins was born in England in 1989 and moved to LA when she was five after her rockstar father Phil Collins divorced from her mother. Lily has been in the acting industry since she was two years old and has also delved into journalism, writing for *Elle Girl*, *Teen Vogue* and *Seventeen*. She has been in the limelight the past 5 years for acting and most recently in *Mortal Instruments: City of Bones* (2013) with a sequel just released. In 2015 Collins is the lead in a film called *Love, Rosie* making her a good choice for Temperley as she will be in the public eye on red carpets etc throughout the year.

Fashion

As Lily Collins is half English, half American she is the perfect woman for the movement of Temperley London into the USA. As well as being in the Hollywood limelight, Collins is regularly featured in fashion magazines such as *Teen Vogue/Vogue* and *Glamour Magazine* and in 2007 was selected by Chanel to wear an elegant white gown at the *Bal des Debutantes*. Collins fashion style is that of a Temperley Woman in that she can look just as good during the day as she does at night with the same amount of class and elegance.



figure 4.

Marketing Collins

Temperley London will use Lily Collins as the classic Temperley Woman, but in this case, based in New York City. The campaign will use the movement of an “english rose” over to the busy New York City. Lilly Collins will feature in Temperley’s first advertisement campaign “A Rose in New York.” The advertisements will be set around busy places in

New York with pretty backgrounds and be based on her day to day city life. These advertisements will feature on billboards and fashion magazines but without spending too much money. In order to build suspense for the revealing of the advertisements there will also be a video campaign featured on the Temperley Times Blog. It will be behind the scenes footage from Lily Collins' advertisement shoots and also videos of her "day to day" Temperley lifestyle.

Lily Collins will endorse the Temperley lifestyle by wearing Temperley SS15 to publicised events, award ceremonies, film premiers (*Love, Rosie*) and fashion shows (*New York Fashion Week*). As she is such a well known face in the USA as well as the UK, fashion magazines such as *Vogue*, *Elle* and *Harpers Bazar*, will likely feature her pictures and outfit choices in their prints. This publicity will help Temperley London become a more recognised brand in USA and will bring up to 40% more sales in the first year across the Atlantic.

Lily Collins is a trustworthy, known face in both the UK and USA and has next to none bad press. She has attended charity events and press events making her look more genuine. She is a talented actress as well as a journalist and is well known in the fashion industry so is perfect to face the Temperley London campaign.

Lily Collins is an attractive woman with a massive fan base and over 900k followers on Instagram which will help Temperley London get more noticed on social media as they currently lack their own Instagram account.

Collins has been pictured wearing the British fashion brand before so has a clear liking for it and is the best idea of a Temperley woman.

2. Retail Setting

Retail Plan

Temperley London is currently sold in 30+ stores in the USA but lacks its own store. Alice Temperley will visit New York City in the early year prior to New York Fashion Week and find the perfect place for the new store opening. By the end of Spring/Summer 2015 Temperley London will have opened a successful store in New York City fashion district. The store will reflect on the "A Rose in New York" campaign and will have a summer themed interior. This will include flowered patterns, bright lighting, with modern clothes stands, all applying the 10 yard rule. The layout will be simplistic with seating and changing rooms for customers. The shop will be on two levels with the main store on the ground floor and a boutique style up stairs. On the 1st floor there will be a personal shopper at all times in order to up-sell from visiting customers and also help with booked appointments for fittings of celebrities.

This new store will be the USA hub and will increase sales drastically in-store as well as online as many more US fashion lovers will have knowledge of the Temperley London brand. The store will initially feature Temperley London and Alice by Temperley lines with the possibility for growth to the bridal line in the future. The store will incorporate

the new “lifestyle” branding by using the shop window and in-store visual merchandising.

Launch Party

In order to create a buzz for the store opening, Temperley London will use advertisements in local newspapers like New York Times etc. There will also be broadcasts on social medias such as Facebook, Alice Temperley’s Instagram account and the Temperley Times Blog online. There will be a launch party at the start of May which will be hyped up using Lily Collins’ video advertisements on the internet. The event will be invite only and will include the likes of Anna Friel, Kiera Knightley, Emma Watson and other key celebrities who endorse the Temperley London lifestyle. As well as key celebrities and designers, Lily Collins will be the most important guest as she will introduce alongside - Alice Temperley - the new store to her fellow Americans and socialites.

As the event will feature many high profile fashion faces, Temperley London will use press releases in order to get coverage in the press (see appendix). This coverage in fashion magazines and national newspapers will bring in a surge of new customers and boost sales in Temperley London even more.

Each person invited to the launch party will also receive a “gift” from the Temperley London range. By gifting it will create more chance of Temperley London being photographed on celebrities and making it into magazines without paying for advertisement. Also the guests would be more likely to wear Temperley London to future events if they make a good first impression to newcomers and establish a good relationship.

3. Event Sponsorship

British Polo Day is currently held in over 14 countries including the USA. It involves British polo teams travelling and playing friendlies against different countries. This event is held from March - December each year and features a variety of things including afternoon tea, barbecues and an auction with proceeds going to Great Ormand Street Hospital. In 2014 the car company Land Rover were the sponsors of this event and in 2015 it will be Temperley London (see figure 5.) Temperley are a good match with British Polo Day as they endorse in luxury British and US lifestyle brands at each event throughout the globe. This is a great way to set the tone for the new “Temperley London lifestyle” movement and gain new customers from different



Presented by
Temperley
LONDON

figure 5.

countries. As well as great sports, there is also great fashion at Polo days and Temperley London is a great representation of that classy, feminine fashion. The brand will gift the guests with vouchers to spend in store or online, again boosting sales. This event will have great coverage in magazines such as Tatler therefore bringing Temperley more



figure 6.

recognition in the press. As the event features in the USA it will bring even more brand recognition in the country and set a good relationship with the customers there and also other brands that are present at the event.

4. Temperley London App

As the Temperley London consumer is a busy woman, she will always be on the go accompanied by her mobile phone (or iPad). This creates the perfect opportunity for a smart phone app to be created for the brand. The app will feature quick online buying making it easier and more accessible to some consumers who may not have time to visit store or sit on a computer on the Temperley website. It will feature the Temperley London and Alice by Temperley lines (see figure 6.) available to purchase and also a feature to search stores that have the item available if the consumer would prefer to try it on prior to purchase. This feature will help increase online sales by 35% during Spring/Summer 2015. As well as having a

quick buying feature, the app will have access to The Temperley Times blog and regularly update the feed. The consumer will have the option to turn on or off the notifications from the blog feed depending on their interest.

As Temperley London will be using Lily Collins as a celebrity endorsement, she will be seen to use the app in some of her backstage footage and also in advertisements in order to make it seem more genuine and luxury to the consumer. Showing that even celebrities will use apps for purchasing and keeping up to date with their favourite fashion brands.

Assessment & Conclusions

How Temperley London will measure success?

Temperley London marketing team will measure the success of this marketing campaign in a variety of ways. They will notice a difference in sales figures - especially online - increasing in the Spring/Summer period and onwards throughout 2015.

By using Lily Collins as a fresh face for Temperley London, it will be a lot more consumers in the USA due to her being so well known, creating more publicity and hype across the Atlantic being measured by online hits and visits to the new store. Temperley will also see a vast amount more appearances in magazines such as Red and Vogue as the advertisements and celebrity endorsement will bring a massive hype in the fashion industry.

Why the campaign will fulfil the aim and objectives?

The campaign as a whole will fulfil the aim and objectives because of the strong marketing campaign idea. The campaign covers the aspects that Temperley London have needed to improve on such as USA status and lack of advertising. By introducing new tactics to the brands marketing campaign they will fulfil all the aims and objectives proposed.

Summary

This campaign for Temperley London Spring/Summer 2015 campaign will feature different exciting marketing techniques in order to boost the brands status in the ever-growing fashion world. These marketing tactics will connect with the customers through the relatable "Temperley lifestyle" which the consumer will adapt to. It will also create a more close relationship via the smart phone app where they can always have Temperley London at their fingertips.



Spring/Summer 2015
Marketing
Communications Plan:
Appendices

Mood Board



Creative Brief

Title: Temperley London Advertising Campaign

Deadline: March 2015

Requirements

Photograph Lily Collins for the Spring/Summer 2015 advertising campaign "A Rose in New York." Video backstage footage for blog and phone app to be released in USA, UK and Dubai.

Use PR to promote and gain coverage of the advertising campaign in suitable magazines and online.

Brand Statement

"The World of Temperley and its design philosophy is set to extend its influence, transforming it from one of Britain's leading luxury fashion brands to an all-encompassing lifestyle."

Project Summary

Temperley London are creating their first ever advertising campaign to increase brand awareness and sales in the USA and rest of the world. The high end fashion brand have appointed Lily Collins as the face of "A Rose in New York" and will include advertising along with a video campaign.

Target Audience

The target audience for this advertising campaign are 25-40 year old females. The consumer would tend to have some disposable income and live a busy schedule. (see consumer profile - figure 2. - for more detail.

Campaign Objective

The objective of this campaign is to increase Temperley London's brand awareness in the USA and increase sales across the globe.

Primary Research

Presentation notes from Temperley London Press Officer - Hannah George

- ❖ Very British brand
- ❖ Evening wear - day wear - lifestyle wear
- ❖ Currently aim for editorial coverage, magazine covers, shopping pages and interviews
- ❖ Temperley London do not advertise at all
- ❖ They also use VIP dressing on celebrities such as Anna Friel, Kate Hudson, Penelope Cruz and after worn do a blast to everywhere
- ❖ Have previous collaborations with Barbour and Filofax
- ❖ Always design for confident, feminine and accentuate women aged 25-40 and occasionally 60-70
- ❖ Spend can range from £395 - £15k
- ❖ Currently send press releases to UK/US stylists
- ❖ Better for them to have more PR value than pages in magazine/newspaper
- ❖ Do not pay for front row in fashion shows, rely on people who love the brand



Temperley
LONDON

February 2015

Temperley London appoint Celebrity Endorsement for first ever advertisement campaign.

Temperley London have just appointed Lily Collins as the face of their first ever advertising campaign. Collins will endorse the Temperley lifestyle in her shoots as well as video footage to be released on Temperley London's blog feed and brand new app. The advertising campaign is set to be released late March.

Alice Temperley has commented "We are very excited to welcome Lily into the Temperley London family as she is the perfect Temperley woman. I can't wait for the fashion world to see the first ever Temperley London advertisements."

Lily Collins commented "Temperley London is the perfect fashion brand for me, I feel so special to be asked by Alice herself to endorse the brand! The Spring/Summer collection is to die for."

"Now is a time of evolution at Temperley London."

Alice Temperley, MBE

Temperley London is entering its fifteenth year of business in 2015 with its namesake creative director Alice Temperley, MBE heading up the independent British luxury brand. Temperley creates clothes that memories are made in, with a design signature that has made her one of the most distinctive voices in contemporary British fashion.

Any enquiries contact Press Officer Hannah George - press@temperleylondon.com



March 2015

Temperley London release first smartphone app.

Temperley London have just released their brand new smartphone app. The app is now available for free download on Android OS and Apple iOS software. Featured on the new app will be the latest looks for Spring/Summer 2015 and updates of future trends for Temperley London. There will be available notifications for the Temperley Times Blog. As well as a quick purchase feature, perfect for the Temperley woman on the go.

Alice Temperley has commented "I am thrilled to announce the release of Temperley London phone app. I know it will make the lives of the Temperley woman a lot easier and informed of the latest news at the brand."

"Now is a time of evolution at Temperley London."

Alice Temperley, MBE

Temperley London is entering its fifteenth year of business in 2015 with its namesake creative director Alice Temperley, MBE heading up the independent British luxury brand. Temperley creates clothes that memories are made in, with a design signature that has made her one of the most distinctive voices in contemporary British fashion.

Any enquiries contact Press Officer Hannah George - press@temperleylondon.com



Temperley
LONDON

March 2015

Temperley London release “A Rose in New York.”

Temperley London have released their Spring/Summer 2015 advertising campaign featuring Lily Collins. The campaign is set in the busy New York City and has themes of the contrast between the busy city life and the feminine elegant woman on her day to day life. It is also about the movement of traditionally British brand and woman to the USA.

These advertisements are the first of its kind for Temperley London and are a stunning representation of the SS15 collection.

Alice Temperley has commented “This is a new venture for us at Temperley London, the whole campaign is better than I would have imagined and cant wait to see it in press.”

"Now is a time of evolution at Temperley London."

Alice Temperley, MBE

Temperley London is entering its fifteenth year of business in 2015 with its namesake creative director Alice Temperley, MBE heading up the independent British luxury brand. Temperley creates clothes that memories are made in, with a design signature that has made her one of the most distinctive voices in contemporary British fashion.

Any enquiries contact Press Officer Hannah George - press@temperleylondon.com



April 2015

Temperley London to open New York City store.

Temperley London are set to open a brand new store in New York, USA in May 2015. This store will be the flagship in the US. It will be set on two floors in the fashion district featuring the Temperley London and Alice by Temperley lines. There will be a personal shopper service and a VIP dressing room. The store will be a reflection on the Spring/Summer 2015 campaign "A Rose in New York" with bright, summery interior.

There will be a launch party on the 15th of May with an exclusive guest-list of celebrities and designers including Temperley London's celebrity endorsement Lily Collins.

Alice Temperley has commented "This new store in the US will be the start of a massive chapter for Temperley London. I know it will be as just as successful as any of the other stores."

"Now is a time of evolution at Temperley London."

Alice Temperley, MBE

Temperley London is entering its fifteenth year of business in 2015 with its namesake creative director Alice Temperley, MBE heading up the independent British luxury brand. Temperley creates clothes that memories are made in, with a design signature that has made her one of the most distinctive voices in contemporary British fashion.

Any enquiries contact Press Officer Hannah George - press@temperleylondon.com

Temperley
LONDON

May 2015

Temperley London Sponsor British Polo Day.

Temperley London will sponsor the British Polo Day in LA on the 30th of May. This event is hosted by Lord Freddie Windsor and Sophie Winkleman and features polo matches between top British and Californian teams. As well as polo matches there will be afternoon tea and supper and an auction which has a great reputation of items.

As the Temperley London brand are evolving into a "lifestyle" brand British Polo Day is the perfect introduction into the luxury life.

Alice Temperley has commented "As i was brought up in Somerset i'm definitely a country girl so i'm so excited for Temperley London to be involved in a country sport and lifestyle event especially as it's in the glamorous LA."

BRITISH
POLO
DAY

Presented by
Temperley
LONDON

"Now is a time of evolution at Temperley London."

Alice Temperley, MBE

Temperley London is entering its fifteenth year of business in 2015 with its namesake creative director Alice Temperley, MBE heading up the independent British luxury brand. Temperley creates clothes that memories are made in, with a design signature that has made her one of the most distinctive voices in contemporary British fashion.

Any enquiries contact Press Officer Hannah George - press@temperleylondon.com

References

Vogue. (2012, January 06). Free Daily News App. Retrieved from <http://www.vogue.co.uk/news/vogue-daily-news-app>

Temperley London. (n.d.). SPRING '15 COLLECTION. Retrieved from <http://www.temperleylondon.com/content/spring-2015-collection>

Temperley London. (n.d.). SUMMER '15 COLLECTION. Retrieved from <http://www.temperleylondon.com/content/summer-2015-collection>

Temperley London. (n.d.). About us . Retrieved from <http://www.temperleylondon.com/content/about-us>

Temperley London. (n.d.). Retrieved from <http://www.temperleylondon.com/>

Temperley London. (n.d.). Temperley Times. Retrieved from <http://www.temperleylondon.com/content/temperley-times>

Temperley London. (2013). Timeline. Retrieved from <http://www.temperleylondon.com/timeline>

Temperley London. (2014, September). Press. Retrieved from <http://www.temperleylondon.com/gallery/press>

British Polo Day. (n.d.). British Polo Day. Retrieved from <http://www.britishpoloday.com/>

British Polo Day. (n.d.). About British Polo Day. Retrieved from <http://www.britishpoloday.com/about-british-polo-day>

Tatler. (2014, June 04). British Polo Day USA. Retrieved from <http://www.tatler.com/bystander/events/2014/june/british-polo-day-usa#!/14565/image/1>

Wikipedia. (n.d.). Lily Collins. Retrieved from http://en.wikipedia.org/wiki/Lily_Collins